

~~add PM + 300 million~~9/11/87  
MRD  
B. Weinstein

Industry	P.M.	R.J.R.
Sales	Sales	Share

Scenario 1: P.M. meets 3rd Quarter 1987 Forecast,  
R.J.R. matches 3rd Quarter 1986 Volume.

3rd Qtr. 1987:	134,055	52,079	38.86	44,462	33.11
Load	9,520	3,107	+0.67	6,413	+0.70
	9268	2848			
1st 9 months:	408,292	153,351	37.56	135,818	33.24
	-2.4%	+0.2%	+1.00	-0.2%	+0.77

Scenario 2: P.M. misses 3rd Quarter 1987 by 500 million,  
R.J.R. matches 3rd Quarter 1986 Volume.

3rd Qtr. 1987:	133,555	51,579	38.53	44,462	33.29
Load	9,020	2,907	+0.39	6,413	+0.91
	8760	2348			
1st 9 months:	407,752	152,851	37.48	135,818	33.31
	-2.6%	-0.1%	+0.98	-0.2%	+0.80

Scenario 3: P.M. misses 3rd Quarter 1987 by 1 billion,  
R.J.R. matches 3rd Quarter 1986 Volume.

3rd Qtr. 1987:	133,055	51,079	38.39	44,462	33.40
Load	8,520	2,107	+0.10	6,413	+1.05
	8260	1848			
1st 9 months:	407,252	152,351	37.41	135,818	33.35
	-2.7%	-0.4%	+0.85	-0.2%	+0.84

Scenario 4: P.M. misses 3rd Quarter 1987 by 1.5 billion,  
R.J.R. matches 3rd Quarter 1986 Volume.

3rd Qtr. 1987:	132,555	50,579	38.16	44,462	33.54
Load	8,020	1,607	-0.16	6,413	+1.15
	7760	1348			
1st 9 months:	406,752	151,851	37.33	135,818	33.39
	-2.8%	-0.8%	+0.77	-0.2%	+0.88

Scenario 5 PM exceeds 3rd Quarter 1987 by 300 million  
RJR matches 3rd Quarter 1986 Volume

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3rd Qtr 87	134,305	52,379	39.00	44,462	33.11
Load	9520	3148	-0.2% +.77	6,413	0.0% +.72
1st 9 mos	408,942	153,651	37.61	135,818	33.24
	-2.4%	-0.4%	+1.05	-0.2%	+.73
1st 9 mos	134,942	52,379	39.00	44,462	33.11
	-2.1%	-0.2%	+.77	+0.56	+.83
	9268	3148		6,413	
	408,747	153,651	37.59	135,818	33.28
	-2.3%	+0.40%	+1.02	-0.2%	+.77